



Report to the Auburn City Council

Action Item
Agenda Item No. **3**

[Signature]
City Manager's Approval

To: Mayor and City Council Members
From: Wilfred Wong, Community Development Director
Date: February 11, 2013
Subject: Auburn Foothills Franchise Conference Sponsorship - \$500

The Issue

Should the City Council participate as a sponsor (\$500) for the Auburn Foothills Franchise Conference?

Conclusions and Recommendation

By Resolution, approve funding of \$500 for sponsorship of the Auburn Foothills Franchise Conference.

Background/Analysis

City staff has participated in planning meetings for an Auburn Foothills Franchise Conference to be held on Friday, May 3, 2013. FranNet West and Placer County hosted a successful franchise conference in South Placer County during March of 2012 (Attachment 1). Sponsors for the South Placer Franchise Conference included Placer County and several south placer cities.

For the Auburn Foothills Franchise Conference, Placer County, the Auburn Chamber of Commerce and Holiday Inn Auburn have already committed to sponsorship. Planning Committee members include Placer County, Auburn Chamber of Commerce, City of Auburn, FranNet West (The Franchise Connection), Gold Country Media and Holiday Inn Auburn. The purpose of the conference is to help stimulate the local economy by bringing new franchise businesses and jobs to the Auburn area. Approximately 50 potential franchise owners are projected to attend.

The conference will focus on what it means to be in business for yourself, how to finance a franchise, and the kinds of training and support offered by franchise businesses to franchisees. Approximately 8-12 franchise businesses are expected to present information to those in the audience interested in becoming owner/operators and/or investors. Franchise businesses to be invited include: home healthcare, senior care, supplemental education, auto repair and maintenance, hair care/salons, business services, food services, fitness/spa services, and others.

Sponsorship opportunities are available for \$500. Besides the County of Placer, Auburn Chamber and Holiday Inn; Sierra College, banks, brokers, property managers and others are being approached to participate. Sponsorship benefits include an exhibit table to distribute literature, five (5) complimentary registrations, sponsor name and logo on all printed and electronic material prior to event, logo on all event signage, logo on powerpoint and verbal acknowledgement during opening remarks, and sponsor ribbons with name badge. See Attachment 2 for more information.

Alternatives Available to Council; Implications of Alternatives

1. Approve sponsorship of Auburn Foothills Franchise Conference; city staff participation will continue.
2. Deny sponsorship of Auburn Foothills Franchise Conference; city staff will evaluate future participation.

Fiscal Impacts

Sponsorship funding will be from the Economic Development Commission's General Fund allocation.

Additional Information

Please see the following for more details:

ATTACHMENTS

1. South Placer Franchise Conference handout.
2. Background information for Auburn Foothills Franchise Conference.

EXHIBITS

- A. Resolution.



Find a Sense of Security with

Your Own Business



ICSC South Placer Franchise Conference

Friday, March 2, 2012 • 7:30 am – 12:00 noon • The Thunder Valley Casino Resort • Lincoln, CA

FOCUS OF CONFERENCE

The Conference has four key components:

- The Changed World of Work...and what to do about it
- Franchising...In Business for Yourself not by Yourself
- How to finance a franchise
- A networking forum for attendees to compare opportunities and source valuable information



SIGS | SPECIAL INDUSTRY GROUPS

WHO SHOULD ATTEND?

1. Individuals/Executives Affected by Lay-offs or Down-sizing
2. Baby Boomers & Retirees – Looking for a Second Career or additional income
3. Households needing a 2nd Income/Stay-at-Home Spouses
4. Private Investors – Entrepreneurs/High Net Worth Individuals
5. Servicemen/Veterans
6. Recent College Graduates
7. Anyone who wants to replace...or create a 6 figure income

NETWORK WITH FRANCHISE OWNERS

ICSC is working with the host team to attract a cross-section of "Recession Resistant" businesses (Franchisors). These Franchisors are seeking individuals and/or groups interested in becoming owner/operators and/or investors in the Placer County area.

FEES TO ATTEND

\$25.00 – Advanced Registration (before February 24)

\$35.00 – On-site Registration (after February 24)

\$10.00 – Students (must have valid student I.D.)

CONFERENCE REGISTRATION

Visit: <http://www.icsc.org/2012SIG1>

FOR SPONSORSHIP OPPORTUNITIES

Contact Lorraine Mazza at ICSC, lmazza@icsc.org
or +1 646 728 3845

HOTEL RESERVATIONS

Call +1 877 468 8777 – Refer to Group Code 120302LINC

Franchisors attending represent these business sectors:

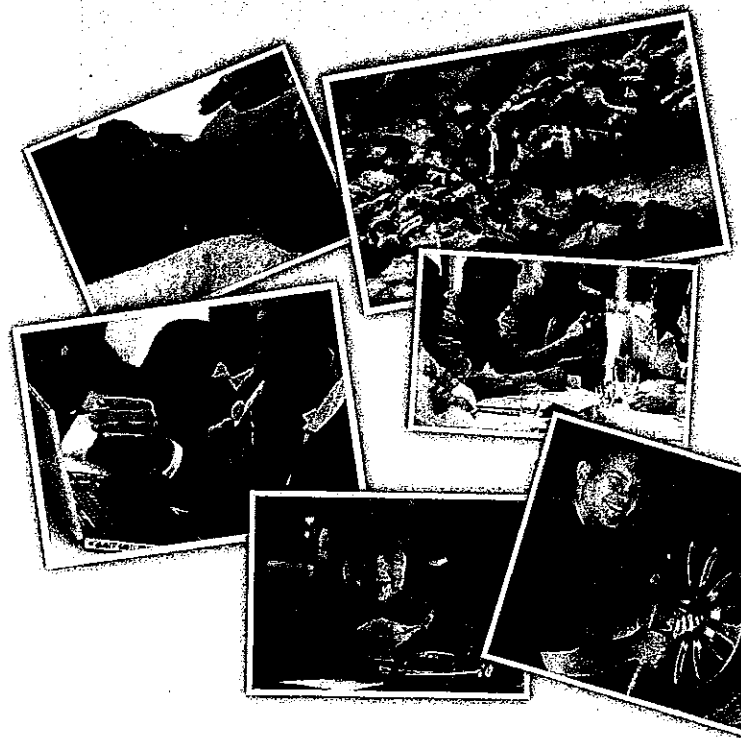
- Home Health Care/Senior Care Providers
- Supplemental Education
- Auto Repair & Maintenance
- Hair Care/Salons
- Business Services
- Green Businesses
- Fitness/Spa Services
- Food Services

PLANNING COMMITTEE INCLUDES:

Cari Lyn Vinci, President, FranNet West
David Snyder, Director, Placer County Economic
Development Department
Karen Garner, Director, Roseville Economic
Development Department
Bob Romness, CEO, Lincoln Area Chamber of Commerce
Amanda Norton, City of Lincoln Economic
Development Department
Bill George, Nimbus Marketing and PR
Sonya Lolland, Sierra College, Dean Business School

CONFERENCE PROGRAM

- 7:30–8:00 a.m. Conference Registration
and Continental Breakfast
- 8:00–8:15 a.m. Welcome and Introductions
- 8:15–8:45 a.m. A Changed World of Work—Threat or
Opportunity, Carleen MacKay, Director,
Mature Workforce Initiatives
- 8:45–9:15 a.m. Franchising...In Business for Yourself
not by Yourself, Cari Lyn Vinci, President,
FranNet West
- 9:15–9:45 a.m. Financing your Franchise Business
Mary Norris, Vice President, SBA
Lending Division, Wells Fargo &
Steve Stovall, Vice President of
Business Development, Benetrends
- 9:45–10:00 a.m. Networking Break
- 10:00–11:00 a.m. A Day in the Life of a Franchisee
Panel Discussion with participating
Franchisors. Moderated by
Cari Lyn Vinci, President FranNet West
- 11:00–11:15 a.m. Closing Remarks and Wrap Up
- 11:15–Noon Open Networking with Franchisors



ICSC South Placer Franchise Conference
Friday, March 2, 2012 • 7:30 am – 12:00 noon • Thunder Valley Casino Resort • Lincoln, CA



Local. Trusted. Franchise Experts.

AUBURN FOOTHILLS FRANCHISE CONFERENCE

Presented by

Placer County Office of Economic Development

City of Auburn

Auburn Area Chamber of Commerce

FranNet West

Setting

On **Friday, May 3, 2013**, Placer County will host a Franchise Conference for potential franchise owners. The event will take place from 7:30 a.m. until 12 p.m. at The Holiday Inn, Auburn, CA.

A Changed World of Work – Threat or Opportunity?

In a world of change, old jobs have disappeared forever and new, but different, jobs are failing to offer the security most people once counted upon. While many still seek a past that cannot return, an increasing number of people are ready to hear about new options to achieve their goals of meaningful work and lives for themselves and for their families.

Join us as we make the economic and demographic case for new perspectives in a changed world of work. Explore with us a few of the "hot" areas of franchising; areas created by the very changes that, until now, were simply threats but today provide proof that franchising offers great new opportunities for success!

According to the International Franchise Association:

- There are approximately 83,000 franchised businesses and 925,000 people employed by franchises in California.
- Franchise businesses have an economic output of \$94 billion in the state

Conference Goal

The purpose of the Conference is to help stimulate the local economy by bringing new franchise businesses and JOBS to Placer County.

Host Team

The host team consists of:

- David Snyder, Director, Placer County Office of Economic Development;
- Bruce Cosgrove, CEO, Auburn Area Chamber of Commerce
- Cari Vinci, President, FranNet West, The Franchise Connection
- Will Wong, Community Development Director, City of Auburn
- M.J. Heltsley, Advertising Director, Gold Country Media
- Karin Koons, Director of Sales & Catering, Holiday Inn Auburn

Focus of Conference

The Conference focuses on four key components:

- (1) Changes in the World of Work...and what to do about it
- (2) Franchising...Be the Boss...in Business for Yourself buy not by Yourself
- (3) How to finance a franchise;
- (4) A networking forum for attendees to compare opportunities and source valuable information.

Target Audience

The Franchise Conference targets a diverse cross-section of attendees seeking business and investment opportunities that offer income alternatives during these challenging economic times.

1. Individuals / Executives Affected by Lay-offs and Down-sizing
2. Baby Boomers & Retirees – Looking for a Second Career; additional income
3. Those who want to replace...or create an executive income

4. Those who want to invest in the next generation; buy a business for a child or grandchild...Daddy Deals
5. Existing business owners and Individuals working full time who want a 2nd Income via a Semi-Absentee business.
6. Servicemen / Veterans
7. Stay-at-Home Spouses
8. Private Investors – Entrepreneurs/ High Net worth Individuals

Network with Franchise Executives

Meet a cross-section of "Recession Resistant" businesses (Franchisors). These Franchisors are seeking individuals and/or groups interested in becoming owner/operators and/or investors in the Auburn Foothills Area. The "All-In" investments range from \$100,000-\$500,000. To qualify financially, franchise owners need one-third of the all in investment. With good credit, they can finance the balance. Franchisors also look for transferable management and sales skills.

Sponsorship, Franchisor & Exhibit Opportunities

The host team is recruiting Franchisors, Businesses and Individuals to serve as Sponsors and exhibitors for the Franchise Conference.

Sponsorship & Franchisor participation is \$500.

Exhibitor participation is \$250.

Sponsorship & Franchisor Benefits include:

- Franchisors: The first eight franchisors who register will be included in the Panel Discussion: "A Day in the Life of a Franchisee".
- Exhibit Table in conference room for sponsor to distribute brochures, marketing and other company information. Table Tent sign with Company name included.
- Five (5) Complimentary Registrations
- Company name and logo on all electronic and print promotional material prior to and at the event; including:
 - All Program flyers, email blasts and on site agenda

- Logo on Holding Slide/PowerPoint during opening remarks
- Company logo on all event signage
- Opportunity to include a gift with your company logo for Door Prize drawing
- Sponsor ribbons that can be worn with your badge

Exhibitor Benefits include:

- Exhibit Table in conference room for exhibitor to distribute brochures, marketing and other company information. Table Tent sign with Company name included.
- Two (2) Complimentary Registrations
- Company name on Program
- Opportunity to include a gift with your company logo for Door Prize drawing

Target Franchisors

The host team is attracting a representative cross-section of "Recession Resistant" Franchisors who are interested in developing business in South Placer County. Franchisors being invited include:

- Home Health Care/ Senior Care Providers
- Supplemental Education
- Auto Repair & Maintenance
- Hair Care/Salons
- Business Services
 - ✓Technology
 - ✓Digital Imaging
 - ✓Staffing
 - ✓Training/Coaching
- Healthcare
- Green Businesses
- Fitness / Spa Services
- Food Services

Outreach Strategy

The local committee has an extensive network and will use several devices to promote the event including the Internet, Facebook, email marketing, print, TV and radio media to reach an expected audience of 100-150 prospective franchise owners.

Fees to Attend:

Registration: \$25 before April 26th; \$35 after April 26th & on site; \$10 for students.
Registration includes a continental breakfast.

To Register: call Auburn Chamber of Commerce, 530.885.5616 x 223 or email
info@auburnchamber.net

Conference Program:

7:30-8:00– Registration and Continental Breakfast

8:00-8:15 a.m. – Conference Welcome / Overview

8:15-8:45 a.m. – How you can succeed in the Changing Workplace of the 21st Century
- Carleen MacKay

8:45-9:15 a.m. – How to find the right franchise to replace/create a 6 figure income –
Cari Lyn Vinci, President, FranNet West

9:15-9:45 a.m. – Financing a Franchise –Banker & 401K

9:45-10:00 a.m. – BREAK

10:00-11:00 a.m. – A Day in the Life of a Franchisee –Panel Discussion with
Participating Franchisors, Moderated by Cari Vinci, President FranNet West

11:00 a.m. – Noon - Open Networking with Franchisors, Sponsors & Exhibitors

For additional information, contact:

Cari Lyn Vinci, FranNet West, cvinci@frannet.com 916.517.1612

Dave Snyder, Director of Placer OED, dsnyder@placer.ca.gov (530) 889-4016

Will Wong, City of Auburn wwong@auburn.ca.gov (530) 823-4299 x 133

Bruce Cosgrove, CEO Auburn Chamber, 530 885-5616 x226 bruce@auburnchamber.net

EXHIBIT A

RESOLUTION NO. 13-

RESOLUTION APPROVING SPONSORSHIP OF THE AUBURN FOOTHILLS
FRANCHISE CONFERENCE

THE CITY COUNCIL OF THE CITY OF AUBURN DOES HEREBY RESOLVE:

That the City Council of the City of Auburn does hereby approve
sponsorship of the Auburn Foothills Franchise Conference and authorize the
expenditure of \$500.00 from the Economic Development Commission's General
Fund allocation.

DATED: February 11, 2013

Kevin Hanley, Mayor

ATTEST:

Stephanie Snyder, City Clerk

I, Stephanie Snyder, City Clerk of the City of Auburn, hereby certify that
the foregoing resolution was duly passed at a regular meeting of the City
Council of the City of Auburn held on the 11th day of February 2013 by the
following vote on roll call:

Ayes:

Noes:

Absent:

Stephanie Snyder, City Clerk